

CSCRL FALL FORUM

TALENT AND TECHNOLOGY - THINKING OUT OF THE BOX
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ABSTRACT

THE PURPLE COW EATS LABOR SHORTAGES FOR BREAKFAST

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The Purple Cow turns heads and stands out from the herd. Too often, driver and employee marketing (especially to drivers) all looks the same - black and white cows. The Purple Cow makes the job remarkable and turns your people into your best recruiters. The playbook you'll walk away with is how real transportation companies are using the 3Ps to fill their empty seats:

Pitch: create a Purple Cow that stands out from the herd

Placement: spend the least to shout your Purple Cow from the mountain tops

Process: make it frictionless to go from seeing an ad to onboarding your new driver

